

8-27-2018

# Technical and Business Writing

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*Collin College*

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## Recommended Citation

Young, Lea, "Technical and Business Writing" (2018). *Fall 2018*. 385.  
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**COLLIN COLLEGE**

**COURSE SYLLABUS**

Fall 2018

**Course Number:** ENGL 2311

**Course Title:** Technical and Business Writing

**Course Description:** Intensive study of and practice in professional settings. Focus on the types of documents necessary to make decisions and take action on the job, such as proposals, reports, instructions, policies and procedures, e-mail messages, letters, and descriptions of products and services. Practice individual and collaborative processes involved in the creation of ethical and efficient documents.

**Course Credit Hours:** 3  
Lecture Hours: 3

**Prerequisite:** ENGL 1301

**Student Learning Outcomes:**

- Upon successful completion of this course, students will:
  1. Recognize, analyze, and accommodate diverse audiences.
  2. Produce documents appropriate to audience, purpose, and genre.
  3. Analyze the ethical responsibilities involved in technical communication.
  4. Locate, evaluate, and incorporate pertinent information.
  5. Develop verbal, visual, and multimedia materials as necessary, in individual and/or collaborative projects, as appropriate.
  6. Edit for appropriate style, including attention to word choice, sentence structure, punctuation, and spelling.
  7. Design and test documents for easy reading and navigation.

**Withdrawal Policy:** See the current *Collin Registration Guide* for last day to withdraw.

**Collin College Academic Policies:** See the current *Collin Student Handbook*

**Americans with Disabilities Act Statement:** Collin College will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student's responsibility to contact the ACCESS office, SCC-D140 or 972.881.5898 (V/TTD: 972.881.5950) to arrange for appropriate accommodations. See the current *Collin Student Handbook* for additional information.

INSTRUCTOR
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**Instructor's Name:** Professor Young

**Email:** [LYoung@collin.edu](mailto:LYoung@collin.edu)

**Class Information:**

Section Numbers: S06

Meeting Times: MW 12:00-12:50

Meeting Location: J132

**Textbook & Software Requirements:** Registering for Eli Review (Cost \$25) [www.elireview.com](http://www.elireview.com) AND Strategies for Technical Communication in the Workplace by Gurak, 3<sup>rd</sup> Edition, Pearson, 9780321995896

### **Netiquette Expectations:**

- Use standard American English and proper grammar, punctuation, and spelling.
- Do not type in all upper case letters.
- All subject lines for emails for this class should read: John Smith ENGL XXXX-XXX (your name instead of John Smith, of course, and your section number)
- Use courteous language and tone; write professionally—all college writing is business formal, not something you send to friends or family.
- Never use email for criticizing people or their work.
- Do not post messages that may be offensive to others; do not refer to personal homepages; your messages need to be course-related without offensive material, especially in a message that goes to the entire class.
- Remember email messages/postings may be viewed by classmates or even minor children, so do not post offensive material or material that might be considered offensive by minors, other adults, or parents.
- Never use email/postings to communicate if you are angry or frustrated with a person.
- Standards of courtesy and respect must be maintained at all times in our online classroom. Join in to the discussion, but remember that this is still an academic setting and respect and consideration are crucial for any intellectual discussion.
- Discussion areas are the place for intelligent and respectful airing of ideas. Name-calling and personal attacks are not permitted.
- Any violation of the standards of appropriate behavior online will be reported to the Dean of Students and appropriate disciplinary action will be taken by the college.
- Emails not adhering to the email expectations outlined in the syllabus will be returned with the requirement that they are revised to meet email communications guidelines before a response is given. Email etiquette is an important part of the professional world—follow instructions the first time and get your answer more quickly! Again, emails regarding grades will NOT be responded to if they do not come from a Collin College student email account.
- **Legal privacy issues prevent your instructor from discussing your work or your grades on commercial e-mail accounts.** All communication should be conducted through your official student email account.

### **Technology Expectations:**

- **Minimum Technology Requirement:** Access to Canvas via Collin College, access to your Collin email, access to a word processor to complete and submit papers in a typed format on Canvas, access to reliable internet to view videos and labs, access to the peer review platform via the internet.
- **Minimum Student Skills:** Ability to type, edit, and submit a word document. Understanding of Canvas in terms of locating assignments, posting assignments, posting to the discussion board/Tweet(s), and accessing the grade book is vital to success.
- **Requirements for Participation in Online Discussion of Collaborative Activities:** Timely participation in all discussion boards and collaborative assignments-due dates will be announced for each assignment. Please be respectful and treat our online environment as a scholarly environment. Slang and foul language is not acceptable. Critical thinking concerning the topic and expression of such in posted comments is expected. Cite all outside sources used in each posting if needed.
- **Criteria Used to Evaluate Participation in Such Activities:** Evidence or critical thinking as applied to the topic, responses of the minimum word length established for each posting, on time posting, and knowledge of the subject matter.

- **Additional Information about Technology:** Technological issues, to include internet issues, are not an excuse for turning in work late or not turning in work at all.

**Supplies:** Pens (black or blue), lined loose-leaf notebook paper, USB flash drive, a laptop, iPad, or phone, and reliable internet access.

**Repeat Policy: 6.24 Repeating Courses:** Grades of all courses taken will be recorded on the student's transcript. The highest grade earned will be used in computing the grade point average and applied toward degree or program requirements. Beginning fall 2002, a course in which a grade (including W) has been received can be repeated only one (1) time to replace the grade. The grade received does not affect the student's ability to repeat a course.

Registration holds will be placed on courses that have been attempted twice.

When a course is repeated:

1. Only one (1) course/grade will be counted in a student's GPA.
2. The highest grade will be used in GPA calculations.

Courses repeated before Fall 2008 will have only the last grade and credits (whether higher or lower) earned used in computing the grade point average and applied toward degree or program requirements.

Veterans should consult the Director of Financial Aid/Veterans Affairs before repeating any course. Students planning to transfer to another college or university should check with a Collin College academic planning consultant (advisor) or with receiving institutions for their repeat policies. See the Registration Guide for details on specific courses.

Student Handbook, p. 69

**Withdrawal Policy:** See the current *Collin Registration Guide* for last day to withdraw.

**Collin College Academic, Cell Phone, Classroom Behaviors, Plagiarism Policies:** See the current (2017-2018) *Collin Student Handbook*. You will be held to the rules and regulations of this handbook; please be familiar with it.

### **Specifics of Behavioral Policy for this Course:**

Disruptions in class are strictly prohibited per the Collin College Student Handbook. Disruptions include any behavior that is inappropriate and/or disrupts the classroom setting or interferes with the teaching and learning process. Such behavior includes, but is not limited to, speaking at inappropriate times, using an electronic device when prohibited by the instructor, generating distracting or disrespectful noises or sounds, and acting or speaking disrespectfully to classmates or instructor. Per the Student Handbook, an instructor may dismiss a student from class if the student engages in any of the behaviors included above; thus, the following consequences will be implemented:

- Student will be dismissed from class for the class period
- Student will be counted absent for the class period, no matter the time of the dismissal
- Student will receive no credit for any completed in class that day whether the activity/assignment was completed prior to or after the dismissal
- Documentation of the behavior will be submitted to the academic dean and/or the dean of students' office
- Calling campus police if the need warrants it

**Specifics of Plagiarism Policy (All Verbiage in this Section Taken Directly from *Collin Student Handbook*):** Every member of the Collin College community is expected to maintain the highest standards of academic integrity. All work submitted for credit is expected to be the student's own work. Collin College may initiate disciplinary proceedings against a student accused of scholastic dishonesty. While specific examples are listed below, this is not an exhaustive list and scholastic dishonesty may encompass other conduct, including any conduct through electronic or computerized means. Scholastic dishonesty shall involve, but is not limited to, one or more of the following acts:

**General Scholastic Dishonesty** includes, but is not limited to, statements, acts, or omissions related to applications for enrollment, credit or class work, research, and/or the award of a degree; falsifying academic records; using annotated texts or teacher's editions; using information about exams posted on the Internet or in any electronic medium; leaving a test site without authority; and/or failing to secure test materials. Students are expected to record honestly and accurately the results of all their research. Falsification of research results includes misrepresentations, distortions, or omissions in data or reports on research.

**Plagiarism** is the use of an author's words or ideas as if they were one's own without giving credit to the source, including, but not limited to, failure to acknowledge a direct quotation or patchwriting, even when a source is cited. In the preparation of all papers and other written work, students must distinguish their own ideas and knowledge from information derived from other sources. The term "sources" includes not only published primary and secondary materials, but also information and opinions gained directly from other people. Whenever ideas or facts are derived from a source, the source must be indicated by the student.

**Cheating** is the willful giving or receiving of information in an unauthorized manner during an examination or to complete an assignment; collaborating with another student during an examination without authority; using, buying, selling, soliciting, stealing, or otherwise obtaining course assignments and/or examination questions in advance; unauthorized copying of computer or Internet files; using someone else's work for assignments as if it were one's own; submitting or resubmitting an assignment (in whole or in part) for more than one (1) class or institution without permission from the professor(s); or any other dishonest means of attempting to fulfill the requirements of a course.

**Collusion** is intentionally or unintentionally aiding or attempting to aid another in an act of scholastic dishonesty, including but not limited to, failing to secure academic work; providing a paper or project to another student; providing an inappropriate level of assistance or unauthorized collaboration; communicating answers to a classmate about an examination or any other course assignment; removing tests or answer sheets from a test site; and allowing a classmate to copy answers.

In cases where an incident report has been filed for an alleged violation of scholastic dishonesty, the faculty member is requested to delay posting a grade for the academic work in question until the case is final. Students found responsible for scholastic dishonesty offenses will receive an authorized disciplinary penalty or penalties from the Dean of Student Development Office. The student may also receive an academic penalty in the course where the scholastic dishonesty took place.

Depending on the severity of the plagiarism offense, the student may receive a course penalty of the following: 1.) An F on that particular assignment AND/OR 2.) An F in the course. The severity of the plagiarism will be determined by the depth of the plagiarism and the breadth of the severity within the document.

**Americans with Disabilities Act Statement:** Collin College will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student's responsibility to contact the ACCESS office, SCC-D140 or 972.881.5898 (V/TTD: 972.881.5950) to arrange for appropriate accommodations. See the current *Collin Student Handbook* for additional information.

#### **Method of Evaluation:**

**Grading Scale:** A=90-100, B=80-89, C=70-79, D=60-69, F=0-59.

**Evaluations Procedures:** Your grade will be based on the following weighted categories:

#### **Grade Breakdown:**

Assignment	Points Each	Total Points
Major Projects (4)	100	50%
Peer Reviews (4)	100	20%
Quizzes (11)	100	30%

Student performance in this course will be evaluated by the following:

**Major Projects** – Four major projects constitute most of your grade – these projects are practical and creative applications of the material you will be learning through the textbook and quizzes. Drafts of major projects will be peer reviewed on the Eli Review web platform, and final versions will be submitted to Canvas.

**Peer Reviews** – For each major project, student work will undergo a peer review on the Eli Review platform. Students will post drafts of their major projects to Eli Review, and review peer work on the platform as well.

**Quizzes** – Students are responsible for reading material from the course text and any supplementary material in order to learn the basic concepts of the course. Students will be quizzed over assigned reading. See above for the schedule and dates of quizzes.

**Attendance Policy:** ENGL 2311 students are expected to regularly attend class and to be on time and stay in class for the entire class meeting. The following attendance policy will be adhered to:

**Attendance Policy:** Students are expected to regularly attend class and to be on time and stay in class for the entire class meeting. The following attendance policy will be adhered to:

- You are allowed to miss SIX classes.
- After the SIX classes, then 3 points for every additional day missed will be deducted off of your course average at the end of the session.
- After NINE absences, the student will receive an F as his/her course average.
- Three tardies = 1 absence
- Leaving early three times = 1 absence
- Any combination of tardies and leaving early that equals three = 1 absence
- **Nota Bene: 1-10 minutes = tardy, and 11+ minutes = absence**

#### **Additional Information about Attendance:**

***UNDERSTAND THAT AN ABSENCE FROM CLASS DOES NOT ABSOLVE YOU OF THE RESPONSIBILITY FOR BEING PREPARED FOR THE NEXT CLASS SESSION INCLUDING TURNING IN WORK THE DAY SOMETHING IS DUE EVEN IF YOU ARE ABSENT!***

**Standards for Instructor Response and Availability:** I check my email frequently (3 to 4 times a day) throughout the day; however, I typically do not check it after 4:00-4:30 pm on weekdays. Emails should include a salutation (i.e. Dear Professor Young). On weekends, I do not check email. Your grades will be posted within about 10 days of your submission barring any pressing issues on my end; I will let you know if this is the case.

**LATE WORK POLICY:** No late work will be accepted for this course. Deadlines are a part of the professional world and of life.

#### **Important Dates:**

Aug. 27 Fall Classes Begin

Sept. 3 Labor Day Holiday (All Campuses Closed)

Oct. 19 Fall Last Day to Withdraw

Nov. 22-25 Thanksgiving Holiday (All Campuses Closed)

#### **DISCLAIMER RESERVING RIGHT TO CHANGE SYLLABUS/COURSE SCHEDULE:**

The instructor reserves the right to amend this syllabus as necessary.

#### **Course Calendar:**

Week	Dates	Work To Do	Due Dates
Week 1	8/27-9/1	<b>Read/Take Care of</b> ~ Course Syllabus (find link on Canvas menu) ~ Familiarize self with Course Layout & Design ~Complete Eli Review Sign Up ~Purchase Textbook & Course Materials	~ Sign up for Eli Review by Aug. 30 ~ Syllabus Quiz taken by Aug. 30
Week 2	9/2-9/8	<b>Read/Watch videos</b> ~ Description, Project 1: Workforce Materials ~ Chapters 9, 10, 18 ~ Videos on elements from Chapters 9, 10, 18 (Memos, Business Letters, Email, Resumes) <b>Compose/Write</b> ~Project 1: Workforce Materials (Memos, Letters, E-Mail, Resume)	~ Entire Project 1 Description read by Sept 7 ~ All other reading/videos complete by Sept 7 ~ All quizzes taken by Sept 7
Week 3	9/9-9/15	<b>Compose/Write</b> ~Project 1: Workforce Materials (Memo, Letter, E-Mail, Resume)	~ Draft of Project 1 Materials due to Eli Review by Sept 11 ~ Peer Reviews complete by Sept 13
Week 4	9/16-9/22	<b>Read/Watch videos</b> ~ Description, Project 2: Innovation Prospectus ~ Chapters 5, 6, 16 ~ Videos (4) on rhetoric and professional writing <b>Compose/Write</b> ~ Email to instructor with ideas for Project 2 ~ Project 2: Innovation Prospectus	~Final draft of Project 1: Workforce Materials due to Canvas by Sept. 20 ~ Entire Project 2 Description read by Sept 17 ~ All other reading/videos complete by Sept 17 ~ Email project ideas <b>by noon</b> (see Project 2 description) on Sept 17
Week 5	9/23-9/29	<b>Take Quizzes</b> ~ Quiz over Chapters 5, 6, 16 <b>Compose/Write</b> ~ Project 2: Innovation Prospectus	~All other quizzes taken by Sept 26 ~Draft of Project 2 submitted to Eli Review by Sept 27
Week 6	9/30-10/6	<b>Read/Watch videos</b> ~ Description, Project 3: Proposal Report ~ Chapters 11, 17 ~ Video (1) on peer review <b>Compose/Write</b> ~ Project 2: Innovation Prospectus ~ Project 3: Proposal Report (ongoing)	~ Peer review video watched by Oct 1 ~ Remainder of reading complete by Oct 2 ~ All peer reviews completed on Eli Review by Oct 3

Week 7	10/7-10/13	<b>Take Quizzes</b> ~ Quiz over Chapter 11, 17 <b>Compose/Write</b> ~ Project 2: Innovation Prospectus ~ Project 3: Proposal Report (ongoing)	~ All quizzes completed by Oct 10 ~ Final draft of Project 2 due on Canvas by Oct 11
Week 8	10/14-10/20	<b>Read/Watch videos</b> ~ Chapter 7, 8 ~ Videos on research <b>Compose/Write</b> ~ Project 3: Proposal Report	~ Reading/watching completed by end of week
Week 9	10/21-10/27	<b>Take Quizzes</b> ~ Chapters 7, 8 <b>Compose/Write</b> ~ Project 3: Proposal Report	~ All quizzes completed by Oct 25
Week 10	10/28-11/3	<b>Compose/Write</b> ~ Project 3: Proposal Report	~ Draft of Project 3 due on Eli Review by Nov 1
Week 11	11/4-11/10	<b>Read/Watch videos</b> ~ Description, Project 4: Consumer Website ~ Chapters 6, 19 <b>Compose/Write</b> ~ Project 3: Proposal Report ~ Project 4: Consumer/User Website	~ All reading and watching complete by end of week
Week 12	11/11-11/17	<b>Take Quizzes</b> ~ Chapters 6, 19 <b>Compose/Write</b> ~ Project 3: Proposal Report ~ Project 4: Consumer/User Website	~ All quizzes completed by Nov 14 ~ Peer reviews of Project 3 completed on Eli Review by Nov 15
Week 13	11/18-11/24	<b>Compose/Write</b> ~ Project 3: Proposal Report ~ Project 4: Consumer/User Website	~ Final draft of Project 3 submitted to Canvas by Nov 21
Week 14	11/25-12/1	<b>Compose/Write</b> ~ Continue work on Project 4: Consumer Website	~ Project 4 draft submitted to Eli Review by Nov 29
Week 15	12/2-12/8	<b>Compose/Write</b> ~ Continue work on Project 4: Consumer Website	~ Peer reviews of Project 4 on Eli Review completed by Dec 6



Week 16 Final Exams	12/9- 12/15	<b>Compose/Write</b> ~ Project 4: Consumer Website	~Link to Website of Project 4 uploaded in Project 4 area by Dec 10
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